TIPS FOR WRITING YOUR LETTER TO THE EDITOR

- **Type your letter if possible. If not, hand-write it as clearly and neatly as possible.**
- **Below, see the addresses of the newspapers to write.**
- **Include your home address and daytime telephone number.**
- **Inside address - address your letter to:**
  Letters to the Editor
  Name of Newspaper
  Address

  Dear Editor:
- **Open your letter by clearly stating your position and stick to one topic.**
- **State your supporting points briefly. Then restate your main point in closing.**
- **Keep the letter to about 250 words. Write the way you speak — in plain English, and stick to the facts.**
- **Sign your letter.**
- **Add a "P.S." asking that your letter be published.**
- **If you haven't heard from the newspaper within a week, call the editorial-page editor and ask when you can expect to see your letter printed.**
- **If you work in field sales, please write your local newspaper(s) as well the address(es) below.**

Ken Frampton
Editor
The Parks Journal
2124 Harlem Road
Rockford, IL 61111-2752

51851 5828

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

MESSAGE POINTS

- Points you can include in your letter:

Big Government

- The era of Big Government is supposed to be over, yet Washington wants to create 17 new bureaucracies and give unelected officials the power to prohibit the use of tobacco products.
- There's something wrong with the government deciding to tax a product out of the reach of adult consumers because Washington "knows what's good for you."
- It's an adult's right to buy a product fully aware of its risks, without the government telling them they can't because they don't want kids to smoke.
- Who should teach children right from wrong: Big Government or parents?

More Taxes/Money Grab

- Washington has turned a reasoned debate about tobacco into a call for new taxes.
- Washington wants to impose $500 billion in new taxes on those least able to afford them — smokers. The tax hits 47 million American adults who choose to smoke. The majority of whom are lower to middle income people.
- Under proposals being considered, the price of a pack of cigarettes would rise from about $2 per pack to $5-$6 per pack at the retail level.
- Washington **already** makes more money from taxing cigarettes than companies do from selling them.
- Washington now wants to take even more money from tobacco, increasing its take of the profits by five times.
- Huge tax increases alone won't reduce youth smoking: according to data from the U.S. Centers for Disease Control, 11 of the 13 states that raised tobacco taxes in the early 1990s saw an increase in youth smoking in the years that followed.
- 98 percent of cigarettes sold are smoked by those of legal age; only 2 percent are smoked by minors. The new tax proposals would tax 98 percent to influence 2 percent.
- Washington bureaucrats say they are concerned about crime, but the new tax proposals on cigarettes would create an enormous black market in tobacco products.
- Taxes would be used to finance tax cuts for wealthy Americans and pay for new federal programs.
- More than half the taxes on cigarettes will be paid by people making less than $30,000 per year.
- The average smoker will pay $1,700 per year in cigarettes taxes.

Jobs

- The new tax legislation on tobacco pending in Congress would affect nearly 2 million jobs. The livelihoods of 1.8 million Americans across the country are tied to tobacco — everyone from growers and manufacturers to industry suppliers, truckers and retail store clerks.

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Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

(This is a sample letter one person wrote which might be of interest to you, but it would be best to express your views in your own words. When you write your letter(s), ***do not use company stationery.****)*

Dear Editor:

As an American taxpayer, I've had enough of Big Government's attempt to go after Big Taxes.

The taxes I'm talking about are the proposed new taxes on tobacco. The tax bills being considered in Congress would be the largest tax increase proposed in American history. I think it's time for Americans to say no to Washington's call for more and more taxes.

Washington already makes more money from taxing cigarettes than tobacco companies do from selling them — and now Washington wants to increase its take fivefold on revenue from cigarettes. And this tax burden will be shouldered by 47 million American adults like me who smoke. Washington wants us to believe that the tax increase will only be $1.10 per pack. But smokers will end up paying about $1,700 per year in cigarette taxes, and the price of cigarettes will rise from about $2-per-pack to about $5 per pack at the retail level.

Not only that, but the proposed legislation will also create 17 new federal bureaucracies — more taxes for bigger government.

We don't need big government to tax us more, to tell us what to do, or what to buy or not buy. Today, it's smokers. Who's next?

Thank you for your consideration.

Sincerely,

(Your Signature)

51851 5830

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

Please let us know!

Please fill out the information below so we have a record of how many letters and to which newspapers you wrote.

Your name _____

Company address _____

_____

Phone _____

Newspapers you wrote _____

_____

_____

(Fold and return through interoffice mail to the address on the back side of this form.)

51851 5831

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

Dottie Ratledge
Records Management
2-Plaza

51851 5832

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

TIPS — FRIENDS AND RELATIVES IN OTHER STATES

- **Ask friends and relatives to help you get word to their elected officials in Washington.**
- **Provide them with the names of Senators for their state. If they don't know the name of their Representative, they can call 1-800-665-9273 at R.J. Reynolds Tobacco. An automated line with step-by-step instructions will provide the appropriate legislators.**
- **Use the message points on the back of this page to suggest information they can use in their letters.**
- **Assure them that the letter can be short — two or three sentences to make their point will be sufficient.**
- **Let them know that you will be checking back with them in a week's time to find out who they wrote.**
- **Thank them for their help.**
- **If you need a Congressional list for your own use, please refer to the RJR intranet or Reynolds Tobacco's web site (www.RJRT.com) on the Internet. The list is compiled by state. (*We ask that you print only the pages you need for writing your letters and to provide Senators and Congressmen for your friends and relatives.)* You can also call 1-800-665-9273 at R.J. Reynolds Tobacco.**
- **You can make your calls from home or from your office phone.**

TIPS FOR WRITING A LETTER

- **Letters should be typed or handwritten as clearly and neatly as possible.**
- **The writer should include their home address.**
- **Date the letter.**
- **Include an inside address — address your letter to:**

  The Honorable _____
  U.S. House of Representatives
  Washington, D.C. 20515

  The Honorable _____
  U.S. Senate
  Washington, D.C. 20510

- **The appropriate greeting for senators and representatives is:**
  Dear Representative (or Senator) _____:
- **Open the letter by clearly stating your position and stick to one topic.**
- **State supporting points briefly.**
- **Keep the letter short. Write the way you speak — in plain English, and stick to the facts.**
- **Sign the letter.** *(Enclosed is a sample of how to organize your letter.)*
- **Ask for a response to your letter.**
- **Send a copy of your letters to:** President William J. Clinton
  1600 Pennsylvania Ave., NW
  Washington, D.C. 20500

51851 5833

After you have written your letters and called your friends/relatives to verify who they have written, please complete the reply form provided in your packet and send it to Dottie Ratledge (TAC) so that we can have an idea of how many letters are being generated to Congress.

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

MESSAGE POINTS

- Points you can include in your letter:

Big Government

- The era of Big Government is supposed to be over, yet Washington wants to create 17 new bureaucracies and give unelected officials the power to prohibit the use of tobacco products.
- There's something wrong with the government deciding to tax a product out of the reach of adult consumers because Washington "knows what's good for you."
- It's an adult's right to buy a product fully aware of its risks, without the government telling them they can't because they don't want kids to smoke.
- Who should teach children right from wrong: Big Government or parents?

More Taxes/Money Grab

- Washington has turned a reasoned debate about tobacco into a call for new taxes.
- Washington wants to impose $500 billion in new taxes on those least able to afford them — smokers. The tax hits 47 million American adults who choose to smoke. The majority of whom are lower to middle income people.
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- 98 percent of cigarettes sold are smoked by those of legal age; only 2 percent are smoked by minors. The new tax proposals would tax 98 percent to try to influence 2 percent.
- Washington bureaucrats say they are concerned about crime, but the new tax proposals on cigarettes would create an enormous black market in tobacco products.
- Taxes would be used to finance tax cuts for wealthy Americans and pay for new federal programs.
- More than half the taxes on cigarettes will be paid by people making less than $30,000 per year.
- The average smoker will pay $1,700 per year in cigarettes taxes.

Jobs

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Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

Sample of a Letter to Congress
Please type or neatly handwrite your letter

Date

(Print your name and home address)

The Honorable (name of Representative)
U.S. House of Representatives
Washington, D.C. 20515
Or....
The Honorable (name of Senator)
U.S. Senate
Washington, D.C. 20510

Dear Congressman _____: or Senator _____:

(In your own words, write your message. You can use the "Message Points" included in this packet to guide you in writing your letter.)

I would appreciate receiving a response from you about your position on these issues.

Thank you for your time.

Sincerely,

(Your signature)

cc: President William J. Clinton

51851 5835

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

Please let us know!

Please fill out the information below so we have a record of how many letters may have gone to elected officials in Washington:

Your name _____

Company address _____

_____

Phone _____

☐ Your Senators

☐ Your Congressman

☐ Relatives/Friends (state)_____
Senators_____ Congressman_____

☐ Relatives/Friends (state)_____
Senators_____ Congressman_____

☐ Relatives/Friends (state)_____
Senators_____ Congressman_____

☐ Relatives/Friends (state)_____
Senators_____ Congressman_____

☐ Relatives/Friends (state)_____
Senators_____ Congressman_____

(Fold and return through interoffice mail to the address on the back side of this form.)

51851 5836

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000

Dottie Ratledge
Records Management
2-Plaza

51851 5837

Source: https://www.industrydocuments.ucsf.edu/docs/yqpn0000